

T3 Webinar – Overview for Presenters (2013)

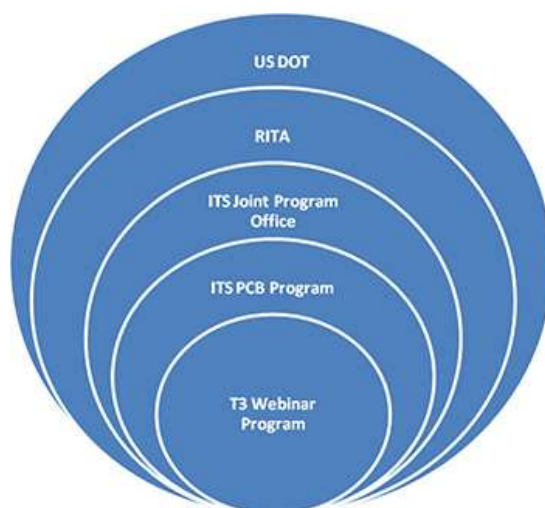


Figure 1. T3 Webinar Sponsor

What are Talking Technology and Transportation (T3) Webinars?

T3 Webinars are 90-minute web meetings about a specific intelligent transportation system (ITS) topic, theme, or subject area. Typically, the first hour of the webinar is devoted to presentations on the topic. The last 30 minutes are set aside for an interactive question and answer discussion among T3 presenters and audience members.

Who sponsors T3 Webinars?

T3 Webinars are sponsored by the ITS Professional Capacity Building Program ([ITS PCB](#)). ITS PCB is located in the US Department of Transportation's (DOT) ITS Joint Program Office ([ITS JPO](#)), Research and Innovative Technology Administration ([RITA](#)). The ITS PCB Program Manager oversees the T3 Webinar Program, which is administered by staff at the DOT's Volpe National Transportation Systems Center ([Volpe Center](#)) in Cambridge, Massachusetts. See Figure 1.

Who presents in a T3 Webinar?

There are a variety of T3 presenters. In some webinars, a **subject matter expert** will present on an ITS topic or a **US DOT program manager** will present on an ITS-related initiative or policy. However, most T3 Webinars feature **ITS professionals and project managers** from state or local highway agencies, transit agencies, or metropolitan planning organizations, who present the challenges, successes, and lessons learned encountered while planning, designing, procuring, and operating ITS systems.

Each T3 Webinar is hosted by a federal DOT staff member, usually a subject matter expert or program manager. The federal host helps the presenters identify the learning objectives of the webinar, serves as a sounding board for presenters as they develop their presentations, and facilitates the question and answer discussion during the webinar.

How does the T3 Webinar Program identify presenters?

The program routinely reaches out to DOT modal partners, including the Federal Highway Administration, Federal Transit Administration, and Federal Motor Carrier Safety Administration, to identify webinar topics. The T3 Program also delivers "emerging technology" webinars on [ITS research](#) underway in the ITS Joint Program Office. Many webinars are based on [ITS Peer-to-Peer Program](#) events. The ITS PCB Program requests that peer event participants present on the technical and institutional issues discussed during the events. Most peer event-based webinars describe an organization's ITS environment prior to the peer event and discuss approaches that the agency or agencies used to address the technical, operational, or institutional issue(s) identified during the event.

What if I'm asked to present in a T3 Webinar?

As an ITS Peer-to-Peer participant, our involvement in a T3 Webinar is voluntary. However, participants in ITS Peer-to-Peer Program events are strongly encouraged to participate in T3 Webinars if asked as a way to expand learning throughout the

transportation community. T3 Webinars are a tried and tested vehicle for effectively communicating valuable ITS lessons to the larger transportation community. It should be noted that the [ITS Peer-to-Peer Guidelines](#) informs applicants of this informal but important T3 Webinar requirement.

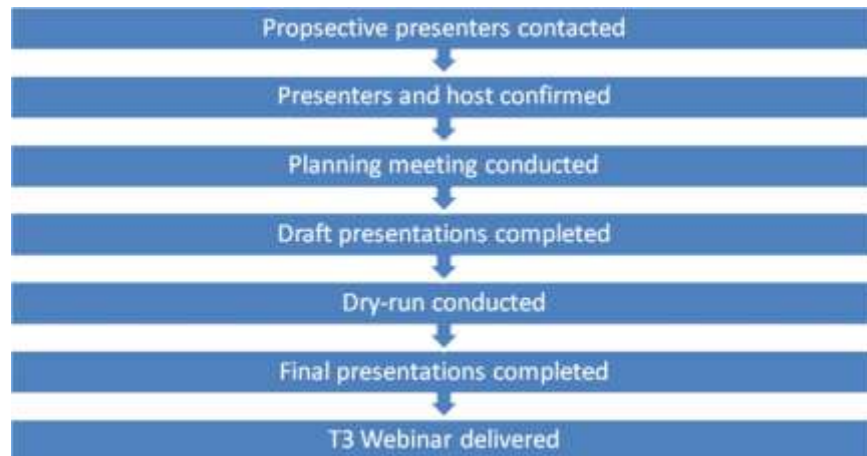
What is the time commitment, if I'm asked to present in a T3 Webinar?

The time commitment to participate in a T3 Webinar is generally 5-8 hours over the course of 4-6 weeks leading up to and through the completion of the webinar. In the bulleted list below, the items in bold represent those activities that vary the greatest in terms of time commitment.

- One 60-minute planning meeting to discuss objectives for the webinar and tentative content areas.
- One 60-minute orientation meeting to review the nuts and bolts of the webinar, order of presenters, webinar polls, and how to use the webinar software.
- One 90-minute webinar dry-run to rehearse the webinar, iron out kinks, and to identify final changes to presentations.
- One 90-minute T3 Webinar
- **Approximately one hour to read/respond to emails from the webinar team over the course of planning and delivering the webinar**
- **Approximately 1-2 hours to develop your presentation**

Figure 2 displays the key steps involved in conducting a T3 Webinar. The estimated time commitment is typically spread over a 4-6 week delivery schedule. Some webinars are placed on longer delivery schedules, depending on the availability of the webinar host and presenters. As previously noted, the Volpe Center administers the T3 Webinar Program, coordinating the webinar planning activities managing webinar marketing and registration, and providing technical assistance for using the webinar platform, and recording the webinar for later viewing in the [T3 Webinar Archive](#).

Figure 2. Key Steps in Delivering a T3 Webinar (typically over a 4-6 week period)



What if my schedule prevents me from participating in a T3 Webinar?

Webinar administrators will work with you to identify a timeline and timeframe for delivering the webinar that suits your schedule.

How many people usually attend T3 Webinars?

Attendance ranges from 150 to 350 individuals. The T3 Program manages a mailing list of nearly 5,000 subscribers and promotes webinars through government (federal, state, and local), industry, and professional venues. A rough breakdown of the audience at any given T3 Webinar finds 55% from public agencies, 35% are vendors and consultants, and 10% from academic and professional associations.

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